Docket No. R258-DB

Declaration and Power of Attorney For Patent Application English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

MEDIA PURCHASE GOAL CORRELATION SYSTEM

the specification of w	hich		
(check one)			
■ is attached hereton □ was filed on Application Numb	per	as United States Application No	. or PCT International
and was amended	a on	(if applicable)	
-		stand the contents of the above in indment referred to above.	dentified specification,
	-	ed States Patent and Trademark as defined in Title 37, Code of	
Section 365(b) of an any PCT Internation States, listed below a	y foreign application(s) for al application which des and have also identified be ertificate or PCT Internate	r Title 35, United States Code, or patent or inventor's certificate signated at least one country coelow, by checking the box, any tional application having a filing co	, or Section 365(a) of other than the United foreign application for
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Section 365(b) of an any PCT Internation States, listed below a patent or inventor's capplication on which perior Foreign Application	y foreign application(s) for all application which desand have also identified be entificate or PCT Internationity is claimed.	or patent or inventor's certificate signated at least one country coelow, by checking the box, any ional application having a filing coefficient of the coefficient o	, or Section 365(a) of other than the United foreign application for late before that of the Priority Not Claimed

I	hereby claim	the b	enefit	under	35	U.S.C.	Section	119(e)	of	any	United	States	provisional
_	(Application	n Serial	No.)	<u>. </u>		(Fil	ing Date)						
_	(Application	n Serial	No.)			(Fil	ing Date)	<u> </u>					
_	(Application	n Serial	No.)			(Fil	ing Date)	· · · · · · · · · · · · · · · · · · ·					

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

(Application Serial No.)	(Filing Date)	(Status) (patented, pending, abandoned)
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(Application Serial No.)	(Filing Date)	(Status) (patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

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